

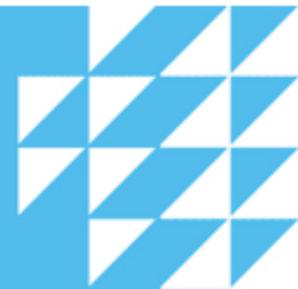


UNIVERSITY OF BOTSWANA

Okavango Research Institute

**Fight of our lives: Innovative ways in which libraries
can remain relevant in the face of ICT developments:
case of the ORI Library**

A paper presented at The 37th IAMSLIC Conference August 26-30 2012, Alaska,





Outline of presentation



- Introduction
- Impetus for changes in Libraries
- Definition of Innovation and its importance in the service sector
- Okavango Research Institute Library
- Digital innovations and community outreach
- Social media platforms
- Bibliographic Management Tools
- Podcasts
- Conclusion



Introduction



- Libraries behaving mature organisations, (relied on past practices e.g assumption that patrons will always come to library)
- Notion that main source of information
- The onset of ICT developments threatening to push us into obscurity,



- The changing needs of patrons (information on the go)
- Information seeking behaviour of our patrons, this old model does not work .
- Changes in consumer expectations and behaviours
- ICT is offering us a lifeline to once again to “stand up and be counted survive and succeed,
- Fundamental rule of business: supply what is demanded by the market, (e.g patron driven acquisitions v just in case acquisitions)
- Libraries to move from being book centric to user centric.



Impetus for change



- Do we need libraries -some parts of the world some people are beginning to question whether we need libraries at all.
- Libraries should adopt business principles: supply what the customer demands
- Kathryn D. Deiss in her article, "*Innovation and strategy: risk and choice in shaping user-centred libraries*, maintains "that creating services that add value for our customers takes precedence over all other divers in determining organisational success in the twenty first century, so libraries who uniquely anticipate and meet customers' needs in ways that mirror a changing world are libraries that are deemed successful. Libraries which offer value added innovative services to their customers are in a better position to remain relevant to existing customers and can attract new customers."



Innovation



- The notion on “newness” is often at the core of definitions of innovation, as is the idea that innovation will in some way make things better or improve things.
- Damanpour 's much quoted definition of innovation, which focuses on innovation as “a means of changing an organisation either as a response to changes in the external environment or as a pre-emptive action to influence the environment.
(Damanpour, 1996)



Okavango Research Library



- Branch of University of Botswana Library Service
- Serves a broad community of researchers and stakeholders involved in studying and planning of the OD region
- Subject coverage of collection very extensive (tourism, biodiversity, management livelihoods, ecosystems management as well as information about similar work in other countries and regions.
- Current acquisitions e databases, books journals, multi media
- Key repository of Governmentt and consultants reports on ODMP



Digital Innovations and Community outreach-Legacy collections



- Peter Smith Maps
- Dr .Hans Joachim San Slides
 - Unique and have demonstrated undisputed historical and cultural significance
 - To provide a service to the public by providing digital access to these records
 - To enhance access to a unique primary materials that may have limited scholarly and educational use as a result of their geographical locations



Community Outreach

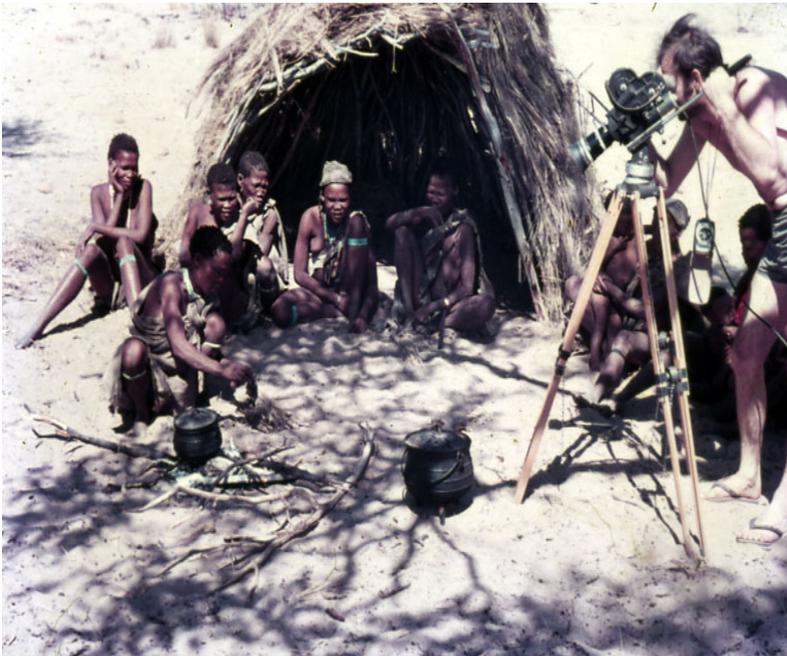


- Exhibitions held for separate collections one week for each at the local museum
- As promotion of these works, ORI Library made CDs and DVDs for distribution to community for free
- Started running a serialisation of excerpts from these works in the local newspapers



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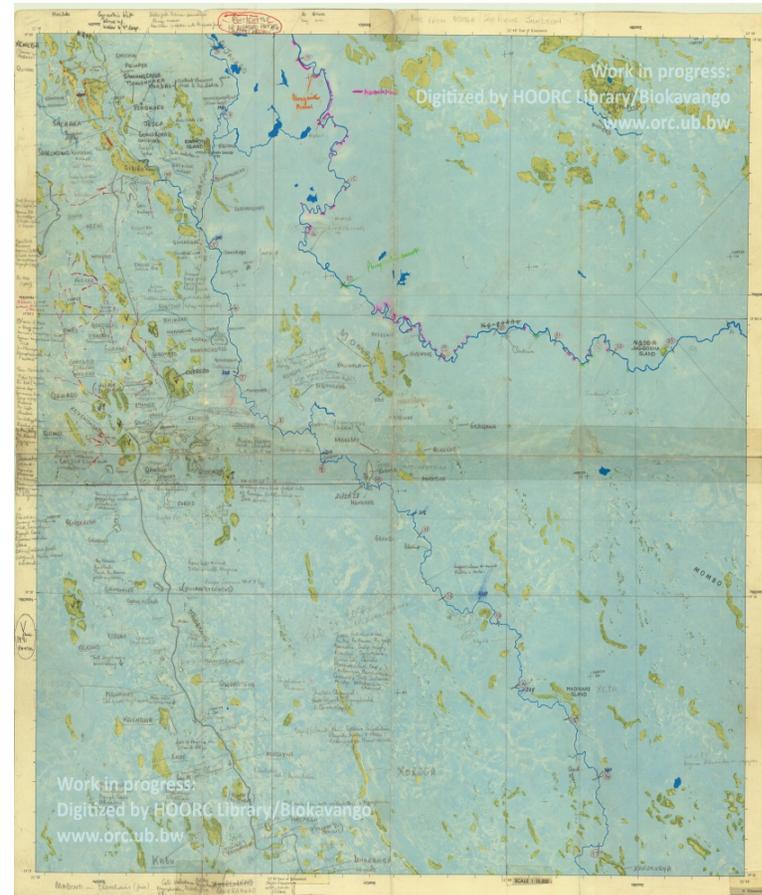
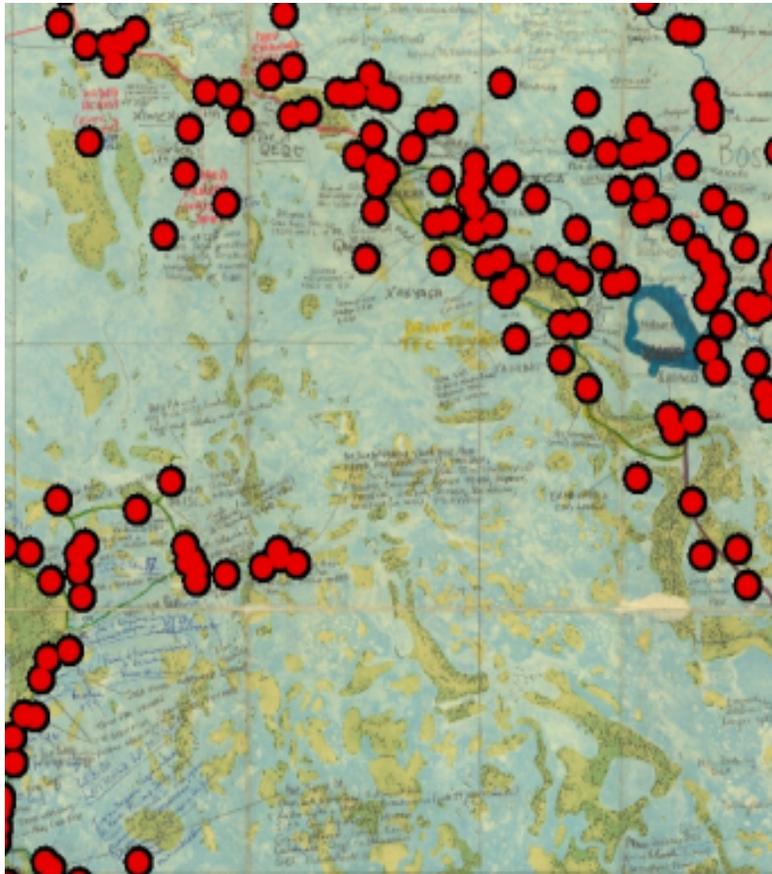
San slides





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Peter Smith maps





Web. 2.0. tools and social media



- With the rise of electronic and internet resources, patrons may never feel the need to step inside the physical library
- Need the Library needs to extend its services beyond the traditional walls
- The Library has embraced the use of social networking platforms as a method of promoting itself within the community in line with one of ORI's strategic goals . i.e

“to commit to more community engagement in the form of outreach programmes where” research findings are constantly disseminated through policy briefs, seminars , public lectures and research publications “.

- Furthermore, these platforms makes it easier for users to provide feedback on all aspects of the Library services , thus contributing to the Library's innovation process.



<http://www.facebook.comORIMAUN>

- The Facebook page does the following:
- Serves as a reminder to use the resources available
- Creates workshops like information literacy workshops as an additional forum to promote library activities
- Marketing tool for services available for example access/links to IEEE books have been embedded on the Facebook page
- Google /Net generation graphic oriented provides quick self paced tutorial videos on various skills
- And virtual tour of Library on You tube



<http://flowhoorc.blogspot.com/>



- **Weblog**
- We also have a Blog titled Flow which is updated daily
- Creates events invitations for ORI Seminars Series by our researchers. The ORI seminar series is intended to be an open public forum in which researchers, students and visiting scholars at ORI present their work in an informal setting.
- The group is highly interdisciplinary and topics vary according to individual interest. Speakers present their work in a form accessible to scholars working in the field other than their own
- More than anything, these social media tools have offered the Library unique opportunity to step up to the multi faceted challenge of visibility in the environs based on the fact that they are places where students and scholars exist.



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http://flowhoorc.blogspot.com



Browser interface showing address bar with <http://flowhoorc.blogspot.com/search?q=wolski>, tabs for 'Flow : information for Okav...' and 'Yahoo! Mail', and a search bar with 'bing' logo.

FLOW : INFORMATION FOR OKAVANGO DELTA PLANNING

A SERVICE OF THE OKAVANGO RESEARCH INSTITUTE (ORI) LIBRARY TO
STAKEHOLDERS IN THE MANAGEMENT OF BOTSWANA'S OKAVANGO DELTA
REGION. ORI IS A RESEARCH CENTRE OF THE UNIVERSITY OF BOTSWANA.

Showing posts sorted by date for query **wolski**. [Sort by relevance](#) [Show all posts](#)

FRIDAY, SEPTEMBER 02, 2011

ORI Seminar: Climatic and hydrological changes in the Okavango Delta.



NEW BOOKS AT UB LIBRARIES

[Click here to see the Library's latest acquisitions](#)

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http://flowhoorc.blogspot.com/





Bibliographic Management Tools



- Consultation of other people's works and acknowledgement, so need to cite and build up appropriate bibliographies when writing.
- Without a bibliographic software, this exercise can only be done manually prone to a lot of mistakes.
- Endnote bibliographic management tool purchase by Library in 2008 to make research and publishing easier, and which permits all current ORI staff and students to use this software.
- This application is designed to help researchers gather, organise and utilise bibliographic information as effectively and efficient as possible.



Bibliographic Management Tools



- Its major function is :
- To gather and organise bibliographic reference
- To assist the author in creating footnotes, endnotes and bibliographies within scholarly publications
- Training workshops offered, structured or adhoc basis
- Target audience Winter course students, Mphil, Phd students
- Training done by Librarian an and these have proved extremely popular and high in demand.
- Evaluation (questionnaires after every training session)
- (from May 2011-May 2012 about 50 students and 10 staff members have received training in endnote



Podcasts



- Podcasting is one of the more recent of these technology-driven initiatives, rudimentary stage
- Audacity software for audio recording and editing
- Content include interviews, library facilities etc.....
- Translation of fact sheets into local languages



http://orilibrary.podomatic.com/entry/2012-08-23T03_42_10-07_00 Podcasts



The screenshot shows a web browser window displaying a Podomatic page. The browser's address bar shows the URL http://orilibrary.podomatic.com/entry/2012-08-23T03_42_10-07_00. The page features the Podomatic logo and a navigation menu with options: Home, Podcasts, Cities, Create a Podcast, Make a Minicast beta, and Go PRO. A search bar is located on the right side of the menu.

The main content area displays a podcast titled "An overview of Okavango Research Institute". Below the title is a video player showing a waveform and a play button. The player indicates a duration of 00:00 / 01:47. Below the player, there is a "Like" button with "1 Likes" and a "0 plays/downloads" indicator.

A description below the player reads: "This is a podcast about Okavango Research Institute narrated by Chimbidzani Leutlwse (Development Officer)." Below the text is a photograph of a building complex, likely the Okavango Research Institute.

On the right side of the page, there is a social sharing section titled "Tell your friends about this:" with a text input field for "Enter your message". Below this are buttons for "Share", "Embed", "Email", and a Facebook icon. A link field shows the URL: http://orilibrary.podomatic.com/entry/2012-08-23T03_42_10-07_00.

At the bottom right, there is a profile section for "ORI LIBRARY" with a "Follow" button and "0 Followers". It also lists "Podcast: ORI LIBRARY's Podcast" and "Rank: #unknown".



Conclusion



- "Business as usual" is one motto that we can not follow in the library now
- Remain relevant, go where our customers are and deliver services that are appealing to them as we know our patrons, appreciate more than anything ease of access, information at the point of need and efficiency in the delivery of our services.